

# FACSIMILE COVER SHEET

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To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: March 7, 2008

Number of Pages Including Cover: 20

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Information Disclosure Statement  
(3 pgs.);
- 4) PTO/SB/08A (1 pg.); and
- 5) Reference AZ (12 pgs.).

Attorney Docket No.: Google-35APP (GP-090-00-US)

Appl. No.: 10/748,870

Applicants: Jeffrey A. DEAN, et al.

Filed: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING  
RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED ADVERTISEMENTS

TC/A.U.: 2178

Examiner: Wilson W. Tsui

## CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s))  
is being facsimile transmitted to the United States Patents and  
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John C. Pokotylo

Type or print name of person signing certification

John C. Pokotylo  
Signature

March 7, 2008  
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Modified PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL  
FORM

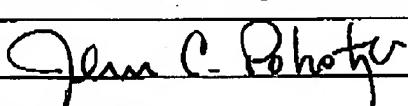
(to be used for all correspondence after initial filing)

|  |  |                        |                             |
|--|--|------------------------|-----------------------------|
|  |  | Application Number     | 10/748,870                  |
|  |  | Filing Date            | December 29, 2003           |
|  |  | First Named Inventor   | Jeffrey A. DEAN             |
|  |  | Group Art Unit         | 2178                        |
|  |  | Examiner Name          | Wilson W. Tsui              |
| Total Number of Pages in This Submission |  | Attorney Docket Number | Google-35APP (GP-090-00-US) |

## ENCLOSURES (check all that apply)

|  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached  | <input type="checkbox"/> Assignment Papers<br>(for an Application)<br><input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a<br>Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br>Change of Correspondence<br>Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication<br>to Group<br><input type="checkbox"/> Appeal Communication to Board<br>of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to Group<br>(Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input type="checkbox"/> Postcard Receipt<br><input type="checkbox"/> Other Enclosure(s) (please<br>identify below): |
| <input type="checkbox"/> Amendment / Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s) | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/> Extension of Time Request   | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/> Express Abandonment Request   | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input checked="" type="checkbox"/> Information Disclosure Statement   | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/> Certified Copy of Priority<br>Document(s)   | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/> Response to Missing Parts/<br>Incomplete Application  | <input type="checkbox"/>  | <input type="checkbox"/>  |
| <input type="checkbox"/> Response to Missing Parts<br>under 37 CFR 1.52 or 1.53  | <input type="checkbox"/>  | <input type="checkbox"/>  |
| Remarks  |   |   |

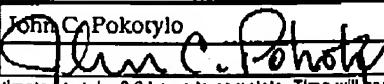
## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

|                               |   |
|-------------------------------|---|
| Firm<br>or<br>Individual name | John C. Pokotylo (Reg. No. 36,242)  |
| Signature                     |  |
| Date                          | March 7, 2008   |

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| Date                  | March 7, 2008   |

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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003, OMB 0651-0032

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FEE TRANSMITTAL  
for FY 2007

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

## Complete If Known

|                      |                             |
|----------------------|-----------------------------|
| Application Number   | 10/748,870                  |
| Filing Date          | December 29, 2003           |
| First Named Inventor | Jeffrey A. DEAN             |
| Examiner Name        | Wilson W. Tsui              |
| Art Unit             | 2178                        |
| Attorney Docket No.  | Google-35APP (GP-090-00-US) |

## METHOD OF PAYMENT (check all that apply)

 Check  Credit card  Money Order  Other  None
 Deposit Account:
 Deposit Account Number  
 Deposit Account Name

50-1049

Straub &amp; Pokotylo

The Commissioner is authorized to: (check all that apply)

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Credit any overpayments due in connection with the filing submitted herewith

Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account

## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

| Large Entity | Small Entity | Fee             | Fee | Fee Description | Fee Paid |
|--------------|--------------|-----------------|-----|-----------------|----------|
|              |              | (5)             | (5) |                 |          |
| 1030         | 515          | Utility fee     |     |                 |          |
| 440          | 220          | Design fee      |     |                 |          |
| 680          | 340          | Plant fee       |     |                 |          |
| 1440         | 720          | Reissue fee     |     |                 |          |
| 210          | 105          | Provisional fee |     |                 |          |
| SUBTOTAL (1) |              | (\$ 0.00)       |     |                 |          |

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

| Total Claims | Independent Claims | Multiple Dependent | Extra Claims | Fee from below | Fee Paid |
|--------------|--------------------|--------------------|--------------|----------------|----------|
|              |                    |                    | -20"         | X              |          |
|              |                    |                    | -3"          | X              |          |
|              |                    |                    |              |                |          |

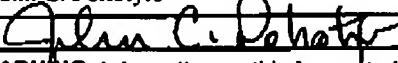
| Large Entity | Small Entity | Fee       | Fee      | Fee Description  |
|--------------|--------------|-----------|----------|--|
|              |              | Code (5)  | Code (5) |  |
| 1202         | 50           | 2202      | 25       | Claims in excess of 20                                     |
| 1201         | 210          | 2201      | 105      | Independent claims in excess of 3                          |
| 1203         | 370          | 2203      | 185      | Multiple dependent claim, if not paid                      |
| 1204         | 210          | 2204      | 105      | **Reissue independent claims over original patent          |
| 1205         | 50           | 2205      | 25       | **Reissues claims in excess of 20 and over original patent |
| SUBTOTAL (2) |              | (\$ 0.00) |          |  |

\*\*or number previously paid, if greater. For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

| Large Entity                                    | Small Entity | Fee Code (5) | Fee Code (\$) | Fee Description  | Fee Paid |
|---|--------------|--------------|---------------|--|----------|
| 1051  | 130          | 2051         | 65            | Surcharge - late filing fee or oath  |          |
| 1052  | 50           | 2052         | 25            | Surcharge - late provisional filing fee or cover sheet                     |          |
| 1053  | 130          | 1053         | 130           | Non-English specification  |          |
| 1812  | 2,520        | 1812         | 2,520         | For filing a request for ex parte reexamination                            |          |
| 1804  | 920*         | 1804         | 920*          | Requesting publication of SIR prior to Examiner action                     |          |
| 1805  | 1,840*       | 1805         | 1,840*        | Requesting publication of SIR after Examiner action                        |          |
| 1251  | 120          | 2251         | 60            | Extension for reply within first month                                     |          |
| 1252  | 480          | 2252         | 230           | Extension for reply within second month                                    |          |
| 1253  | 1,050        | 2253         | 525           | Extension for reply within third month                                     |          |
| 1254  | 1,640        | 2254         | 820           | Extension for reply within fourth month                                    |          |
| 1265  | 2,290        | 2255         | 1,115         | Extension for reply within fifth month                                     |          |
| 1401  | 510          | 2401         | 255           | Notice of Appeal   |          |
| 1402  | 510          | 2402         | 255           | Filing a brief in support of an appeal                                     |          |
| 1403  | 1,030        | 2403         | 515           | Request for oral hearing   |          |
| 1451  | 1,610        | 1451         | 1,510         | Petition to institute a public use proceeding                              |          |
| 1452  | 510          | 2452         | 255           | Petition to revive - unavoidable   |          |
| 1453  | 1,540        | 2453         | 770           | Petition to revive - unintentional   |          |
| 1501  | 1,440        | 2501         | 720           | Utility issue fee (or reissue)   |          |
| 1502  | 620          | 2502         | 410           | Design issue fee   |          |
| 1503  | 1,130        | 2503         | 565           | Plant issue fee  |          |
| Petitions to the Commissioner - check fee sheet |              |              |               |  |          |
| 1807  | 50           | 1807         | 50            | Processing fee under 37 CFR 1.17(c)  |          |
| 1806  | 180          | 1806         | 180           | Submission of Information Disclosure Stmt                                  |          |
| 8021  | 40           | 8021         | 40            | Recording each patent assignment per property (times number of properties) | 180.00   |
| 1808  | 810          | 2809         | 405           | Filing a submission after final rejection (37 CFR 1.128(b))                |          |
| 1810  | 810          | 2810         | 405           | For each additional invention to be examined (37 CFR 1.129(b))             |          |
| 1801  | 810          | 2801         | 405           | Request for Continued Examination (RCE)                                    |          |
| 1802  | 900          | 1802         | 900           | Request for expedited examination of a design application                  |          |
| Other fee (specify)                             |              |              |               |  |          |
| Reduced by Basic Filing Fee Paid                |              |              |               |  |          |
| SUBTOTAL (3) (\$ 180.00)                        |              |              |               |  |          |

| SUBMITTED BY      |   |                                   |        |           |                |
|-------------------|---|-----------------------------------|--------|-----------|----------------|
| Name (Print/Type) | John C. Pokotylo  | Registration No. (Attorney/Agent) | 36,242 | Telephone | (732) 542-9070 |
| Signature         |  |                                   |        | Date      | March 7, 2008  |

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

Modified PTQ/SB/17 (01-03)  
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and Trademark Office; U.S. DEPARTMENT OF COMMERCE  
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## **FEE TRANSMITTAL for FY 2007**

Effective 09/30/2007. Patent fees are subject to annual revision.

Applicant claims small entity status. See 37 CFR 1.27

| Complete if Known    |                             |
|----------------------|-----------------------------|
| Application Number   | 10/748,870                  |
| Filing Date          | December 29, 2003           |
| First Named Inventor | Jeffrey A. DEAN             |
| Examiner Name        | Wilson W. Tsui              |
| Art Unit             | 2178                        |
| Attorney Docket No.  | Google-35APP (GP-090-00-US) |

**METHOD OF PAYMENT** (check all that apply)

|   |                                      |                                      |                                |                               |
|---|--------------------------------------|--------------------------------------|--------------------------------|-------------------------------|
| <input type="checkbox"/> Check  | <input type="checkbox"/> Credit card | <input type="checkbox"/> Money Order | <input type="checkbox"/> Other | <input type="checkbox"/> None |
| <input checked="" type="checkbox"/> Deposit Account:<br><div style="display: flex; justify-content: space-between;"> <div style="flex: 1;"> <p>Deposit Account Number</p> <p>Deposit Account Name</p> </div> <div style="flex: 1; border: 1px solid black; padding: 5px; text-align: center;"> <b>50-1049</b> </div> <div style="flex: 1; border: 1px solid black; padding: 5px; text-align: center;"> <b>Straub &amp; Pokorylo</b> </div> </div> |                                      |                                      |                                |                               |

The Commissioner is authorized to: (check all that apply)

Charge any underpayment of fee(s) indicated below  Credit any overpayments

Charge any fee(s) due in connection with the filing submitted herewith

Charge fee(s) indicated below, except for the filing fee in the above-identified deposit account.

## **FEE CALCULATION**

## **1. BASIC FILING, SEARCH & EXAMINATION FEES**

| Large Entity Fee    | Small Entity Fee | Fee Description | Fee Paid            |
|---------------------|------------------|-----------------|---------------------|
| (\$1030)            | (\$515)          | Utility fee     |                     |
| 440                 | 220              | Design fee      |                     |
| 680                 | 340              | Plant fee       |                     |
| 1440                | 720              | Release fee     |                     |
| 210                 | 105              | Provisional fee |                     |
| <b>SUBTOTAL (1)</b> |                  |                 | <b>(\$1,000.00)</b> |

**3 EXTRA CLAIM FEES FOR UTILITY AND REISSUE**

|                       | Extra Claims         | Fee from<br>below              | Fee Paid.  |
|-----------------------|----------------------|--------------------------------|--|
| Total Claims          | <input type="text"/> | $-20\% =$ <input type="text"/> | $\times$ <input type="text"/> = <input type="text"/> |
| Independent<br>Claims | <input type="text"/> | $-3\% =$ <input type="text"/>  | $\times$ <input type="text"/> = <input type="text"/> |
| Multiple Dependent    |                      |                                |  |

| Large Entity  | Small Entity  |  | <u>Fee Description</u>                                       |
|---------------|---------------|--|--|
| Fee Code (\$) | Fee Code (\$) |  |  |
| 1202 50       | 2202 25       |  | Claims in excess of 20                                       |
| 1201 210      | 2201 105      |  | Independent claims in excess of 3                            |
| 1203 370      | 2203 185      |  | Multiple dependent claim, if not paid                        |
| 1204 210      | 2204 105      |  | --Reissue independent claims<br>over original patent         |
| 1205 50       | 2205 25       |  | --Reissue claims in excess of 20<br>and over original patent |

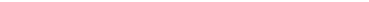
**SUBTOTAL (2) (\$ 0.00)**

## **FEE CALCULATION (continued)**

**3. ADDITIONAL FEES**

| Fee Code | Fee (\$) | Fee Code | Fee (\$) | Fee Description  | Fee Paid |
|----------|----------|----------|----------|--|----------|
| 1051     | 130      | 2051     | 65       | Surcharge - late filing fee or oath  |          |
| 1052     | 50       | 2052     | 25       | Surcharge - late provisional filing fee or cover sheet                     |          |
| 1053     | 130      | 1053     | 130      | Non-English specification  |          |
| 1812     | 2,620    | 1812     | 2,620    | For filing a request for ex parte reexamination                            |          |
| 1804     | 920*     | 1804     | 920*     | Requesting publication of SIR prior to Examiner action                     |          |
| 1805     | 1,840*   | 1805     | 1,840*   | Requesting publication of SIR after Examiner action                        |          |
| 1251     | 120      | 2251     | 60       | Extension for reply within first month                                     |          |
| 1252     | 460      | 2252     | 230      | Extension for reply within second month                                    |          |
| 1253     | 1,050    | 2253     | 525      | Extension for reply within third month                                     |          |
| 1254     | 1,640    | 2254     | 820      | Extension for reply within fourth month                                    |          |
| 1255     | 2,230    | 2255     | 1,115    | Extension for reply within fifth month                                     |          |
| 1401     | 510      | 2401     | 255      | Notice of Appeal   |          |
| 1402     | 510      | 2402     | 255      | Filing a brief in support of an appeal                                     |          |
| 1403     | 1,030    | 2403     | 515      | Request for oral hearing   |          |
| 1451     | 1,510    | 1451     | 1,510    | Petition to institute a public use proceeding                              |          |
| 1452     | 510      | 2452     | 255      | Petition to revive - unavoidable   |          |
| 1453     | 1,540    | 2453     | 770      | Petition to revive - unintentional   |          |
| 1501     | 1,440    | 2501     | 720      | Utility issue fee (or reissue)   |          |
| 1502     | 820      | 2502     | 410      | Design issue fee   |          |
| 1503     | 1,130    | 2503     | 565      | Plant issue fee  |          |
|          |          |          |          | Petitions to the Commissioner - check fee sheet                            |          |
| 1807     | 50       | 1807     | 50       | Processing fee under 37 CFR 1.17(c)  |          |
| 1806     | 180      | 1806     | 180      | Submission of Information Disclosure Stmt                                  |          |
| 8021     | 40       | 8021     | 40       | Recording each patent assignment per property (times number of properties) |          |
| 1809     | 810      | 2809     | 405      | Filing a submission after final rejection (37 CFR 1.129(a))                |          |
| 1810     | 810      | 2810     | 405      | For each additional invention to be examined (37 CFR 1.129(b))             |          |
| 1801     | 810      | 2801     | 405      | Request for Continued Examination (RCE)                                    |          |
| 1802     | 900      | 1802     | 900      | Request for expedited examination of a design application                  |          |

(Complete if applicable)

|                     |   |                                      |        |                          |
|---------------------|---|--------------------------------------|--------|--------------------------|
| <b>SUBMITTED BY</b> |   | (Complete if applicable)             |        |                          |
| Name (Print/Type)   | John C. Pokotylo  | Registration No.<br>(Attorney/Agent) | 36,242 | Telephone (732) 542-9070 |
| Signature           |  |                                      | Date   | March 7, 2008            |

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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-35APP (GP-090-00-US)

Applicants: Jeffrey A. DEAN, et al.

Serial No.: 10/748,870

Filing Date: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR  
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH  
CONTENT-RELATED ADVERTISEMENTS

Examiner: Wilson W. Tsui

Group Art Unit: 2178

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

Reference AZ is an Office Action from the Chinese Patent Office in a counterpart Chinese Patent application. A copy of that Office Action, as well as a translation thereof, is provided. Note that U.S. Patent No. 6,285,999 cited in reference AZ is already of record.

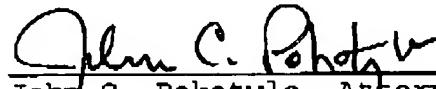
The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

The Patent Office is authorized to charge the fee of \$180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97(d).

Respectfully submitted,

  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 542-9070

March 7, 2008

STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

03/10/2008 VBUI11 00000009 501049 10748870  
01 FC:1806 180.00 DA

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

John C. Pokotylo  
Signature

March 7, 2008

Date